

The Nebraska

JOHN A. SWANSON President.

The Nebraska

WM. L. HOLZMAN, Treasurer.

The Nebraska

SECOND ANNIVERSARY SALE



JOHN A. SWANSON PRES.

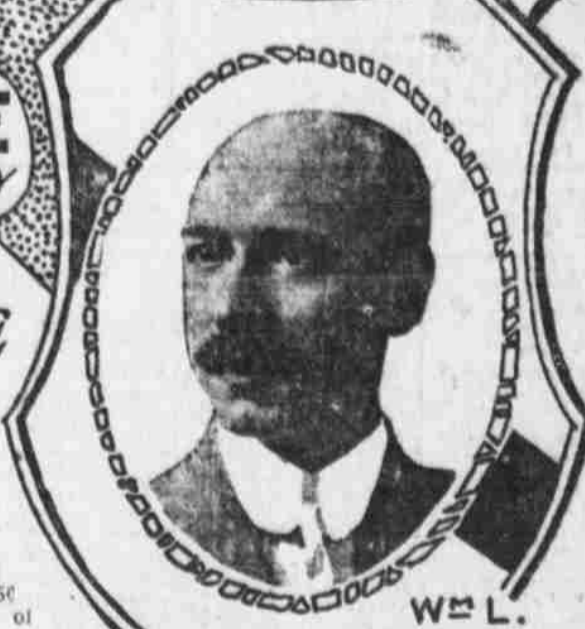
FREE \$250 IN GOLD FREE ANNIVERSARY SOUVENIR

A \$250 GOLD PIECE absolutely FREE with each INDIVIDUAL CASH PURCHASE of \$25.00 or more throughout this new and greater store

Saturday, November 14th we celebrate the second anniversary of our new organization with a carnival of value-giving and distribution of souvenirs unheard of in Omaha or all America. Never before such an opportunity to buy the warm clothes you'll need, secure the greatest values on record and get a \$250 gold piece absolutely free. Sale starts Saturday promptly when the doors open. Don't miss it.



We've planned for this sale with thousands of dollars worth of high grade fashionable wearing apparel bought at a generous reduction from eastern manufacturers, who have suffered from a backward season. You reap the benefit in supreme values and besides, you get our anniversary souvenir of a \$250 gold piece absolutely free. The greatest event of the year.



W. L. HOLZMAN TREAS.

A Golden Opportunity---Buy Clothes for the Entire Family Saturday

Supreme Values in Men's and Young Men's

Suits, Overcoats, Balmaccans

Save \$5.00, \$7.50, \$10.00. Largest showing in the west.

\$10

- Balmaccan Overcoats
- Chesterfield Overcoats
- Shawl Collar Overcoats
- Velvet Collar Overcoats
- Storm Collar Overcoats
- Pencil Stripe Suits
- Tartan Plaid Suits
- Blue Serge Suits
- Fancy Cheviot Suits

All Sizes for Men and Young Men.



\$15

- Silk Lined Chesterfields
- Overplaid Balmaccans
- Chinchilla Overcoats
- Ballymede Overcoats
- Velvet Collar Overcoats
- Tartan Plaid Suits
- Heather Mixture Suits
- Banjo Stripe Suits
- Gold Bond Blue Serges

All Sizes for Men and Young Men.

\$20 For Balmaccans, Suits and Overcoats Worth \$30.00.

Silk-lined Chesterfields, Scotch Mixture Balmaccans, Velvet Collar Kersey Overcoats. Blue oxford, gray, brown, chinchilla overcoats. Shawl and convertible collar ulsters. Young Men's Sack Suits, newest wide lapel models. 2 and 3-button single and double-breasted styles. Business men's conservative model suits. All sizes. Regular and stouts.

Superb Suits, Overcoats and Balmaccans worth \$25.00, at \$25

Silk-lined Chesterfields, Glee Urquhart Balmaccans, Velvet Collar Kersey Overcoats. Semi-fitted Guard Coats for young men. Chinchilla Overcoats—single and double-breasted. Young Men's Imported Fancy Mixture Suits. Finest Gold Bond True Blue Serge Suits. Full Silk Lined Full Dress Suits. Business Men's Finest Hand-Tailored Suits.

\$6.50 Boys' Suits

Hundreds of our regular \$5 Boys' Suits that are sold elsewhere at \$6.50. Great Anniversary Special for Saturday at \$3.85

The season's newest models in Norfolk, knickerbocker suits; rich chevrons and cassimeres; range of colors unlimited. Ages, 8 to 17 years. Also children's novelty Russian and Sailor Blouse Suits; ages 3 to 8 years. Unequaled styles of the season. Anniversary special for Saturday, at \$6.50.



Boys' and Children's FALL SUITS \$2.85

Broken lines of our regular \$3.50 grades, sold elsewhere at \$5.30. Anniversary special, at \$2.85.

Boys' and Children's FALL SUITS \$4.85

Broken lines of our regular \$6.50 grades, sold elsewhere at \$7.50. Anniversary special, at \$4.85.

Boys' Overcoats

Largest showing in the city of Boys' and Children's Overcoats and Balmaccans. Chinchilla; belted and single and D. R. models. Superb styles. \$2.50 to \$16.00 values. Special Saturday. \$2.50 to \$10

Boys' Mackinaws

Every boy wants a snug, warm mackinaw coat. Here are showing the smart styles of the season. Specially designed plaids; clever shawl collar models. Ages 5 to 17. \$5.00 to \$10.00 values. Special Saturday. \$3.50 to \$7.50

Saturday, a \$250 Gold Piece Free with cash purchase of \$25.00 or more throughout the store.

Men, Any \$2.00 or \$2.50

Soft or Stiff HATS \$1.65

In the house - Anniversary Special for Saturday, at \$1.65

None reserved. Every wanted style, size and color represented in this wonderful offering. One Day Only. Great anniversary special for Saturday. Choice of any \$2.00 or \$2.50 soft or stiff Hat at \$1.65.

\$250 Gold Piece Free With Cash Purchases of \$25.00 or More Throughout the Store Saturday.

Boys' High Top Shoes \$2.45 and \$2.95

Good heavy upper leathers in black or tan. Two full soles. Best wearing school shoes made. Anniversary special Saturday at \$2.45 and \$2.95.

\$250 Gold Piece Free With Cash Purchases of \$25.00 or More Throughout the Store Saturday.

Men's and Young Men's Genuine Mackinaw Coats

There's a vast difference in Mackinaw coats. Here are the GENUINE MACKINAW'S, 14 to 28-oz fabrics, instead of 26 to 30 oz.—beware of imitations which are sold elsewhere at the price of the genuine. See our wonderful showing of Mackinaw Coats, specially priced \$5.00, \$7.50, \$10

Men's and Young Men's Trousers

One thousand pairs of high grade worsted, cheviot, cassimeres, and serge trousers. Every conceivable pattern is represented in this great assortment. All sizes. Young men's special styles, as well as regulars, stouts, long, short, short stouts, extra sizes, etc. \$2.50, \$3.50, \$5 value, Saturday, at \$2.50, \$3.50, \$5 value. \$250 Gold Piece Free with cash purchase of \$25.00 or more throughout the store Saturday.

Men, Buy Furnishings Now!

Great Anniversary Specials for Saturday (Main Floor)

\$1.00 Men's Union Suits

Good quality heavy ribbed crew union suits. Perfect fitting garments. All sizes, \$1.00 values; Anniversary Special 69c

\$1.50 Men's Union Suits

Heavy and medium Derby ribbed and heavy fleeced union suits. Beru and gray. Anniversary Special, at \$1.00

\$3.50 Men's Heavy Sweaters

Shawl collar Shaker Knit oxford gray, crimson and maroon. Heavy ribbed sweaters. \$3.50 values. Anniversary Special, at \$2.50

Men's 5c Hdkfs.

Anniversary Special 3c

Men's good quality Hemstitched Cotton Handkerchiefs, Saturday at, each 3c.

25c Paris Garters

Anniversary Special 15c

Men's genuine Paris garters. All colors. Saturday, per pair, 15c.

50c Suspenders

Anniversary Special 25c

Men's Lisle Web Suspenders. Fresh stock. First quality. Saturday for 25c.

75c Underwear

Anniversary Special 50c

Heavy Derby ribbed warm shirts or drawers. Special, per garment, at 50c.

\$1.25 Work Gloves

Anniversary Special \$1.00

Men's heavy work gloves. Hansen's celebrated make. Special, pair, \$1.00.



\$250 Gold Piece Free With Cash Purchases of \$25.00 or More Throughout the Store Saturday.

Rousing Anniversary Specials

Women's Suits, Coats, Dresses

Notable demonstration of unequalled value giving

Women's Fall Suits

Values up to \$24.50 Anniversary Special—

\$9.85

200 beautiful new fall suits. Long redingote and late short models. Materials are poplin, Broadcloths, chevrons and mannish serges. Colors, black, navy, green and plum. Only one or two of a kind, but all sizes for women and misses in the lot. Values up to \$24.50. Anniversary Special Saturday, \$9.85.



Women's Warm Coats

Values up to \$19.50 Anniversary Special—

\$6.95

300 Fall and Winter Coats. Full and three-quarter length models. Some half and others full lined. Materials are Zibeline, Chinchilla, Kerseys and Fancy Mixtures. Including many of the girlish skate coats with belt and patch pockets. Women's and misses' sizes. Values up to \$19.50. Anniversary Special, \$6.95.

\$12.85 for Women's Beautiful Coats

Values up to \$24.50 Every conceivable new model that has been shown in our stock this season is represented in this wonderful offer. Checks, plaids and plain materials in a galaxy of designs and colors. You must see these amazing values to appreciate them. Up to \$24.50 women's and misses' coats. Anniversary Sale Price Saturday, \$12.85.

Silk Waists

Values to \$4.95 \$1.95

Handsome crepe de chine, Jap silk, chiffon and lace waists. All new fall styles and leading shades. Values to \$4.95. Anniversary special Saturday, at \$1.95. On Sale—Third Floor.

Wash Waists

Values to \$1.50 79c

200 dozen voile organdie and d'ingerte waists. New Gladstone and medical collars, with hemstitched front and back. Values to \$1.50. Anniversary special Saturday, 79c. On Sale—Main Floor.

Saturday Night Special

From 7 to 8 o'clock—Third Floor High grade percale house dresses. Light and dark shades. Large full cut and full length garments. Dollar values. 7 to 8 o'clock. Anniversary special at 49c \$250 Gold Piece Free with cash purchase of \$25.00 or more throughout the store Saturday.

All Millinery Half-Price

In spite of the greatly reduced prices at which we sold millinery during our purchase sale we offer for final clean-up our entire stock of millinery at Exactly Half the Low Marked Sale Prices.

\$10.00 Hats Now Marked \$5.00—Half Price Saturday at.....	\$2.50
\$15.00 Hats Now Marked \$7.50—Half Price Saturday, at.....	\$3.75
\$25.00 Hats Now Marked \$12.50—Half Price Saturday at.....	\$6.25
\$3.95 Hats Now Marked \$1.95—Half Price Saturday, at.....	98c
\$5.00 Hats Now Marked \$2.50—Half Price Saturday, at.....	\$1.25
\$7.50 Hats Now Marked \$3.75—Half Price Saturday, at.....	\$1.88

Other Articles Reduced in Proportion.

\$250 Gold Piece Free with cash purchase of \$25.00 or more throughout the store Saturday.

Women's, Misses' and Children's Sweaters Half Price

We bought at 50c on the dollar the entire surplus stock of one of America's greatest sweater manufacturers. Hundreds of sweaters. The season's best styles and colors. All sizes for women, misses' and children. Bought at 50c on the dollar and that's the way they go Saturday in our Second Anniversary Sale.

Women's Sweaters	\$2.00 Sweaters, at \$1.00
	\$2.50 Sweaters, at \$1.25
	\$3.00 Sweaters, at \$1.50
	\$4.00 Sweaters, at \$2.00
	\$5.00 Sweaters, at \$2.50
	\$6.00 Sweaters, at \$3.00
	\$8.00 Sweaters, at \$4.00
Children's	\$1 to \$2.50 Sweaters At Half Price, .50c to \$1.25
	25c Laundered Collar and Cuffs, 19c
	35c Chamousette Gloves at 25c
	\$1.75 2-clasp French Kid Gloves, \$1.25
	50c Fibre Silk Hosiery at 39c
Misses' School Shoes, \$1.75 to \$3.00	

Made of good plump calf leather or patent leather. Best of leather soles and uppers. Our price, \$1.75 to \$3.00. \$250 Gold Piece Free With Cash Purchases of \$25.00 or More Throughout the Store Saturday.



Nebraska Clothing Co

JOHN A. SWANSON, PRES. WM. L. HOLZMAN, TREAS. FARNAM AT FIFTEENTH ST.

CORRECT APPAREL FOR MEN AND WOMEN